

Market Mix

Pilgrimage groups comprise about 90 percent of guests staying in the Royal wing of the Ramada Jerusalem, with the highest number being pilgrims from Italy. In the Ramada wing, about 60 percent are FIT's, and about 30 percent of these are from America. "We're getting stronger in the French market too, and perhaps 60 percent of Ramada wing guests in the summer are French," Rosenthal reveals. "Nevertheless, we know that we need to strengthen our presence in other markets as well, and we plan to begin working on this."

Sadot Hotel Managed by Atlas

As referred to in *EMTT* #297, the Atlas Hotel Chain has signed an agreement to manage the Sadot Hotel, located adjacent to the Assaf Harofe Medical Center, about 15 km southeast of Tel Aviv and Ben Gurion International Airport. Scheduled to open in December, Sadot will serve both the local business market (including visitors to the Rishon Le Zion area) and medical center visitors, an Atlas spokesperson reports.

The hotel will have 37 room, including 10 mini suites, all of which are suited for long-term stays, the spokesperson adds. Each will contain an outfitted kitchenette, tv, sitting area and ironing board, etc. A business lounge will be located in the center of the hotel, which will offer guests a variety of services such as free wi-fi, breakfasts, daily newspapers and more. It will be open 24 hours a day. Evenings, snacks and beverages will be available there free of charge.



Maya Aton, one of five young Israeli artist whose works will be showcased at the Atlas Chain's new Arts + Hotel, Tel Aviv, at work on one of the canvases that will be part of the décor of the hotel.

Arts +

Also new to the Atlas chain, Arts + is scheduled to open in Tel Aviv late in November at a cost of about NIS 15 million (more than \$4 million), with five young Israeli artists having been chosen to decorate the corridors and other spaces of the property, which will be dedicated to Israeli art. In addition, works of art from the private collection of hotel owner Doron Sabag will also be on display.

Arts + will have 62 rooms designed with a look described by a chain spokesperson, as being in "clean, sophisticated gallery style," and the hotel will feature a lobby/lounge, a library room where breakfasts will also be served and a rooftop events area. Future plans call for the inauguration of a fine arts gallery on the hotel's bottom floor.

Isrotel Yam Suf Diving Packages

The Isrotel chain has been marketing a series of special packages for dive courses at the Manta Dive Center, Eilat, combined with accommodations at the Isrotel Yam Suf Hotel in Eilat, valid from November 15, 2008 to April 7, 2009.

The first package, a PADI open water divers course, is a five-day entry-level option that certifies participants to dive safely to a maximum depth of 18 meters. Sessions during the first two first days are held at the facility's private divers pool, with an additional three days of open water dives at the Eilat Nature Reserve. A PADI manual in the language